

Response to Zoning Comments dated February 13, 2009
February 24, 2009



1. Page 6 & 7, sign "F" needs to be called Residential Leasing Sign.
 - Revised as Requested.
2. Page 6 & 8, sign "A- Neighborhood Entry Monument" along Loudoun County Parkway is not located at an entrance.
 - The signage is proposed where it is precisely because that is the location at which vehicles enter the community from Moorefield Parkway. Ryan Road bisects Moorefield Village and distributes traffic north and south to Sections 2A and 2B; only Moorefield Village abuts Ryan road at this location. While the sign ordinance specifies that 2 signs per vehicle entrance are permitted, it does not define "vehicle entrance" to be private, a driveway or to meet any specification. There are often situations where a main road enters a neighborhood or town and notification of such is provided by a sign, even when the place being entered is not a political entity (e.g. boundary). For example, the County has signage on main roads indicating the arrival of a driver to historic villages, towns and even the county itself.
3. Page 7, include sign "A" in the key.
 - Revised as requested.
4. Page 9, proposed sign "A", the "Number of Signs" is 2/vehicular entrance (Ryan Road and Moorefield Parkway), no more than 6 signs (front/back of 3 locations) with the "Maximum Area of Any One Sign" of 24 SF. Remove "No Modification from Sign Regulation" from the notes section.
 - Revised pursuant to discussion with staff to clarify the presence of 2 signs/vehicular entrance and no more than 2 signs.
5. Page 9, proposed sign "A1" is not a sign permitted under the ordinance. Remove this row.
 - We respectfully disagree with staff's assertion that a commercial entrance sign that references the names of stores and restaurants within a center is not permitted. In fact, numerous examples of the precise sign that the Applicant proposes here can be found throughout Loudoun County. (Lansdowne Town Center, Brambleton Town Center are examples of retail centers similar to the proposed Moorefield Village. It should be noted that the proposed retail center implements the Retail Plan's goal to limit the development of strip centers. Moorefield Village is internally oriented; while some venues can be seen from the road, most cannot, and it is imperative to the success of the center that the Applicant be able to provide information regarding the type of retail located within the center. Most strip centers, in fact, have a commercial entrance sign that lists all the retail tenants, in addition to building signage that can be seen from the public right of way.

Response to Zoning Comments dated February 13, 2009
February 24, 2009

4. Page 9, sign "B1" modifies "Section 5-1204(D)(7)(h) – Directional Signs, On-Site" of the ordinance, not "Section 5-1204(D)(3)(ii)." Update the Land Use/ Sign Category row to reflect that section of the ordinance and sign "B1" row of the matrix.
 - Revised as requested.
5. Page 9, sign "B2" is not a sign permitted under the ordinance. Remove this row.
 - The proposed number of signs has been reduced from 5 to 3 but Pedestrian Directional signage continues to be proposed for the Moorefield Village sign plan. Again, we respectfully disagree with the assessment that such a sign cannot be permitted under the current zoning ordinance. First, similar signs existing in Loudoun County, though retail centers design to be more walkable are a relatively new form. Second, the zoning ordinance contains provisions to address unanticipated situations – "business signs of a nature not addressed" and signs that would provide directions.
6. Page 9, sign "B3" the area of the sign shown on page 16 is 3 S.F., with 4 signs the "Total Aggregate Sign Area" is 12 S.F. Update sign "B3" row of the matrix.
 - Revised as requested.
7. Page 10, sign "C", the "Maximum Area of any One Sign should be 98 S.F. (3.5 x 28 = 98). On page 17, note #2, conflicts with the "Illumination" type in the matrix. In the additional requirements the maximum height is 3.6 not 3.5.
 - Revised as requested.
8. Page 10, sign "C4" uses Section 5-1204(D)(3)(ii) of the Zoning Ordinance, not tenant signs. Please update this sign information in the matrix.
 - Revised as requested.
9. Page 10, signs "C1", "C2", and "C4" note #2 on their exhibit page conflicts with the "Illumination" type shown on the matrix.
 - Lighting designation has been revised to be consistent internally.
10. Page 12, this sign is not recognized by the zoning ordinance. This sign is not permitted.
 - Again, we do not concur that the proposed Commercial Entry sign cannot be permitted. See response to Comment 5 above.
11. Page 13, show an example on the informational sign to demonstrate no advertising.
 - Revised as requested.
12. Page 15, this sign is not recognized by the zoning ordinance. This sign is not permitted.
 - Please see response to comment 7, above.
13. Page 16, note #6, the sign area is 3 s.f./ side.
 - Revised as requested.

A.66

Response to Zoning Comments dated February 13, 2009
February 24, 2009

14. It is unclear how many signs, and the total sign size each Tenant may have. It should be clear that anchor stores, food stores and inline stores are allowed "X" number of signs with a maximum of "X" square footage. It is not clear that food stores can receive page 17, 18, 20(?) and 22 signs.
 - Additional pages have been added to clarify the sign program allowed for each type of in line tenant. Note that C5 signs, 1 sq foot signs designed to identify service doors, have been eliminated from the sign package to minimize concern about the overall number of signs.
15. Page 17, Each example should show only what is being asked. Do not show additional signs on the exhibit. The narrative needs to match the sign requested. Show the sign dimensions on the exhibit. Do Major Tenants also get "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 155 s.f. Include a note referencing "C5" signs.
 - Exhibit has been revised to address these comments. C5 Signs are removed.
16. Pages 17-22, the last two sentences are included in the introduction and clutter the sign exhibits. I suggest removing these sentences.
 - Revised as requested.
17. Page 18, in the title include "Only allowed for Building G – Food Store Tenant." The name on the signs should be generic, or list "Harris Teeter" and "Starbucks" as an example. Show the sign dimensions on the exhibit and label each sign. Include the "Starbucks"/ café sign under the other sign descriptions. Remove the note "*Major tenant is considered a tenant leasing greater than 10,000 s.f. in a single space." Does the food store also get "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 120 s.f. Include a note referencing "C5" signs.
 - The exhibit has been revised. C5 Signs have been removed.
18. Page 19, in the title, explain what is "not eligible." Provide dimensions for the sign exhibit. There are three signs maximum per tenant, do these three signs refer only to this sign type? Do the in-line tenants also get "C3" and "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 120 s.f. Include a note referencing "C3" and "C5" signs.
 - The exhibit has been revised. C5 signs are removed, and additional pages are included to clarify the sign program available to each tenant type.
19. Page 20, add a note to specify that the canopy is for illustrative purposes only. No signage will be permitted on any canopy as shown.
 - Revised as requested.
20. Page 21, if the maximum sign is 2½ feet x 17 feet, the total maximum area for any one sign should be 34 S.F. not 50. This conflicts with the example used, which had a total sign area of 42.5 S.F. Do banks also get "C5" signs? If so, it is incorrect to list the total aggregate sign area per tenant as 150 s.f. Include a note referencing "C5" signs.

Response to Zoning Comments dated February 13, 2009
February 24, 2009

- The exhibit has been revised. C5 signs are removed, and additional pages are included to clarify the sign program available to each tenant type.
21. Page 23 and 24, not sure what purpose this exhibit serves since it does not show the signs to scale, shape or location.
- These pages were provided to demonstrate visually the overall composition of signage proposed. They do not serve a regulatory purpose, however, and have been removed from the plan.
22. Page 23 and 24, the Sign Types shown do not include "C5" signs.
- These pages were provided to demonstrate visually the overall composition of signage proposed. They do not serve a regulatory purpose, however, and have been removed from the plan.
23. Page 24, remove the "Harris Teeter" reference, since this tenant could change. On Building G, are there signs on the side of the building, if so, show this on the exhibit.
- These pages were provided to demonstrate visually the overall composition of signage proposed. They do not serve a regulatory purpose, however, and have been removed from the plan.
24. Page 25, the sign says there will be prime office space. No signage for office has been submitted.
- Reference to office removed from sample text.
25. Page 26, sign "F" uses Section 5-1204(D)(6)(b) – "Real Estate – residential Subdivision" of the Zoning Ordinance, not commercial signs. Please update this sign information in the matrix.
- Revised as requested.
26. Page 28, the title of the page should be "Residential Leasing Signs."
- Revised as requested.
27. Page 29, Information Signs cannot have advertising on the sign. Please remove "the residences at Moorefield village."
- Text for the exhibit removed
28. Page 30, under Colors and Materials, please explain the use of flags.
- Flags are not proposed; text has been revised.

Moorefield Village (Moorefield Station Sections IIA & IIB) Comprehensive Sign Plan

ZMOD 2007-0011

Response to Zoning Referral Comments

February 6, 2009



I.

GENERAL COMMENTS:

Comment 1: The purpose of the County's sign regulation is to reduce sign clutter. This comprehensive plan seems to greatly intensify the usage of signs.

Response: The proposed sign plan has been carefully revised to address staff's concern about the intensity of signage. The Applicant has met with planning and zoning staff on numerous occasions to ensure a well-organized, effective signage program that does not contribute to visual clutter. We appreciate staff's guidance.

The revised CSP includes signs to address the following four purposes:

Entry Signage.

- *Neighborhood Entry Monuments.* These signs, included in the overall Moorefield Station sign plan, identify Moorefield Village as a distinct neighborhood within the Moorefield Station community.
- *Commercial Entry Monument.* A single sign at each of 2 entrances to the commercial portion of Moorefield Village is provided.
- *Residential Entry Monument.* One sign is proposed at the entrance to the residential section of Moorefield Village.

Internal Circulation Signage (not visible from public right of way)

- *Informational Signs.* A limited number (9) of these are sought to provide "loading zone," "recycling area" and similar site use information.
- *Site Directional Signs.* Located at each of 4 internal intersections, these will guide vehicles through the site.
- *Pedestrian Directional.* With a pedestrian-oriented design, Moorefield Village needs several signs to guide people from parking areas and within the commercial portion
- *Pad Site Directional.* These signs guide drivers through the 2 approved pad sites.

A69

Tenant Signage. Three types of retail are planned within Moorefield Village: grocery/large tenant, in line and pad site. The CSP includes signage appropriate for each of these different needs.

Commercial Leasing. Leasing signage for both the commercial and residential portions is requested in the CSP

Comment 2: Please use the same verbiage as the Zoning Ordinance to clarify sign types, lighting types, etc. (Example: Ground light = white light, internally illuminated = back light).

Response: The terminology in the CSP has been revised to mirror the Zoning Ordinance. Identical lighting verbiage is used. With regard to sign types, slight variation remains allowing the identification of proposed signs to be very clear. For example, each of the three entry signage types – neighborhood, commercial and residential – modify different ordinance provisions. To simplify the CSP, however the names of the signs are “Neighborhood Entry Monument,” “Commercial Entry Monument,” and “Residential Entry Monument.”

Comment 3: Please show examples and rough locations of lighting (from above or from the ground) on each illustration that is lit in the Guidelines.

Response: Examples and rough locations of exterior lighting have been provided.

II. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:

Statement of Justification

Comment 1: Suggestion: On the first page include, “The Project is currently zoned PD-TRC under the Revised 1993 Zoning Ordinance, is approximately...”

Response: Revised as requested.

Comment 2: Page 2, Residential Section IIA, please include the Public or Quasi-Public Facility in your request for modification.

Response: The proposed modification of the signage allowed for “public or quasi-public facility” was to allow for “Sign type G: Community Center.” This proposed sign has been removed from the proposed CSP. The only signs now proposed for the residential portion of Moorefield Village are as follows:

- A single entry sign
- A single sign identifying the information center, which provides information to both existing and prospective residents

- Leasing signage, as this section of Moorefield Village is predominantly multi-family apartments.

Comment 3: Page 2, under the column “Sign Type and Category of Modification” please use the titles shown in the Zoning Ordinance. Example: Entrance Signs for Commercial Development.

Response: The Statement of Justification has been revised to remove the referenced table. It has been replaced by a table that includes each sign, proposed modification and individual justification.

Comment 4: Page 2, the Justification column appears to show the changes but does not justify why the modification is necessary.

Response: The Statement of Justification has been revised to remove the referenced table. It has been replaced by a table that includes each sign, proposed modification and individual justification.

Comment 5: Page 4, in the last sentence please include the word “County” to refer to “County staff.”

Response: Revised as requested.

Comprehensive Sign Guidelines & Exhibit A

Comment 1: The document is difficult to review due to inconsistencies between the “Master Plat to Accompany Sign Guidelines,” the “Commercial Sign Distribution Map,” the “Residential Plat to Accompany Sign Guidelines,” Exhibit A, and the tables on page 6 and 21 in the Guidelines.

Response: The attached comprehensive sign plan has been revised to improve the legibility of the CSP for both reviewer and end user. There are now three elements of the CSP that work together to provide a clear regulatory framework:

- Plats. Separate plats for the commercial and residential portions of Moorefield Village, along with a single plat that includes both sections, are provided in the guidelines as well as in large format as well. The large format plats are identical to the plats included in the guidelines.
- Matrix. Separate matrices for commercial and residential signage are also provided. These descriptions support the locational information on the plats; additionally, the matrices indicate which provisions of the Zoning Ordinance are proposed for modification.
- Guidelines. Each sign is depicted in the “guidelines” and further described as appropriate.

A-71

Comment 2: Comparing the “Master Plat to Accompany Sign Guidelines” with the “Commercial Sign Distribution Map” and the “Residential Plat to Accompany Sign Guidelines,” the “Master Plat” has more signs on it than shown on the two other maps and the signs are not in the same locations. Please correct the discrepancies. Suggestion: It would be helpful to label the Commercial Map to be consistent with the other two titles.

Response: Separate plats for the commercial and residential portions of Moorefield Village, along with a single plat that includes both sections, are provided in the guidelines as well as in large format as well. The large format plats are identical to the plats included in the guidelines.

Comment 3: On the “Commercial Sign Distribution Map” the legend shows a “C3 Tenant Type III” sign, however, there are none shown on the map. There are “C4” locations on the map that does not have a corresponding legend marker. Please fix.

Response: The plats have been revised to clarify sign locations. With regard to tenant signs, a graphic element is incorporated on the plats to identify the building facades on which particular signs can be located. The signs and appropriate locations are identified with the appropriate notation as well as in the key.

Comment 4: On the “Residential Plat to Accompany Sign Guidelines” and on the “Master Plat” in the legend “G2 Activity” lists kiosks. Kiosks are not allowed under the Zoning Ordinance. Please remove this note.

Response: G2 Activity signs have been removed from the proposed CSP. As noted above, the only residential signage proposed is a single entry sign, a sign identifying an information center and leasing signage.

In the Guidelines

Comment 5: Page 6, “Commercial Sign Program” the number of proposed signs for “C Major Tenant Type I” is 7; shown on in the “Additional Requirements column”. This should be marked in the column and removed from the additional requirements in order to be consistent. However, on the “Commercial Sign Distribution Map,” there are 8 locations shown. Please clarify.

Response: The revised CSP clarifies that “C” tenant signs are reserved for major tenants (those over 10,000 sf in size. Building G is a grocery, and building C offers one other opportunity for a larger tenant), and only 4 such signs for the entire center would be supported.

The propose CSP provides 2 signs for each major tenants. A maximum aggregate signage for each building is 155 sf; a maximum sign area of 95 sf is proposed, but on a

single sign on each building could attain that size, with the second sign capped at 60 sf, as a result of the maximum placed on aggregate signage.

Comment 6: Page 6, "Commercial Sign Program" under "C1" the maximum area shows 48 s.f., however, on Exhibit A, page 3 the number is 60 s.f. Please correct.

Response: The revised CSP clarifies that C1 signs cannot exceed 45 sf in size. While 5 such signs are proposed, the maximum aggregate signage is 120 sf, providing a significant limitation on the size of most of these. Further, it is clarified that C1 signs are proposed only for Building G, the grocery store, and allow for signage to designate the presence of such features as "pharmacy," "bakery," etc.

Comment 7: Page 6, "Commercial Sign Program" under "C2" the maximum area shows 72 s.f., however, on Exhibit A, page 3 the number is 48 s.f. The illumination for "C2" should be marked "Y" - yes in that column.

Response: C2 signs are now listed as 60 s.f. in both the Guidelines and the Matrix. The matrix now shows that the C2 signs will be illuminated with backlight.

Comment 8: Page 6, "Commercial Sign Program" under "C7" the maximum area shows 2.5 s.f., however, on Exhibit A, page 4 the number is 1 s.f.

Response: C7 signs are now called out as C5 signs "Information Sign - Service Door." The Guidelines and Matrix now depict a maximum of 1 s.f. for any C5 sign.

Comment 9: Page 21, "Residential Sign Tabulations" under "F1 Vehicular Informational" signs show 8 maximum proposed signs, however on the "Residential Plat" there are 9 proposed sites shown.

Response: F1 Vehicular Informational signs have been removed from the CSP.

Comment 10: Page 21, "Residential Sign Tabulations" and Exhibit A, page 8 under "H1 Real Estate and Lease Sales" the Total Aggregate Sign Area should be 576 s.f. This is per note #6 on page 31 (20 signs for brokers and 4 model unit signs at 6 s.f. per sign).

Response: H1 Real Estate and Lease Sales signs are no longer a part of this comprehensive sign plan, in an effort to reduce overall signage.

Comment 11: Page 21, "Residential Sign Tabulations" the column "Type Permitted," please explain.

Response: The abbreviations used in "Type Permitted" column in the previous submission have been eliminated. The abbreviations had been intended to stand for ground mounted, freestanding or building mounted. These terms are now spelled out in the Matrix.

Comment 12: Page 32, please take out the paragraph about logos and trademarks. Changes are not allowed.

Response: The referenced paragraph has been removed, as has Page 32. Sign design notes are now located in the Guidelines at Page 30.

Comment 13: Page 35, note #9, Real Estate signs are not temporary. Therefore no temporary signs are being proposed. Please correct sentence.

Response: Page 35 has been removed from the Comprehensive Sign Plan. No temporary signs are proposed.

Comment 14: Pages 34 and 36 are redundant.

Response: These pages have been removed. Sign lighting is now discussed on page 30 of the Guidelines.

Exhibit A

Comment 15: Exhibit A, where applicable please change the words “Pole Mounted” to “Free Standing” under “Type Permitted” to be consistent with the Zoning Ordinance.

Response: The Matrix has been revised in accordance with this comment.

Comment 16: Exhibit A, please change all the lighting types to match the Zoning Ordinance verbiage since new lighting cannot be proposed.

Response: The Matrix has been revised so as to address this comment.

Comment 17: Exhibit A, page 1 under “Primary Monument Type I” please write out that there will be 1 signs per vehicular entrance. Maximum 2.

Response: The “Number of Signs” column in the Matrix has been amended to reflect the number of signs per entrance, where applicable, as well as the maximum number of signs. Please note, consistent with the ZCPA 2007-0004/ZMOD 2007-0005, currently under consideration by the Planning Commission and Board of Supervisors, 3 of the referenced signs (now referred to as “A – Neighborhood Entry Monument”) are included in the CSP.

Comment 18: Exhibit A, page 2, there appears to be two types of sign modifications proposed: Directional signs (h) and Informational signs (e). Please break out into two different groups.

Response: The referenced B1, B2, and B3 signs are identified in the revised Matrix solely as "Directional" signs. The B sign is now identified solely as an "Informational" sign. Note that B1 and B2 signs are proposed to modify 3(ii), "business signs," and B3 is proposed to modify 7(h), "direction signs on site."

Comment 19: Exhibit A, page 3, sign type C, C1 and C2 are the same type of "building mounted signs" and one tenant should not be allowed to use all three of these types of signs. Table should be set up to show they can have either C or C1 or C2.

Response: The attached comprehensive plan has been revised to address this comment. Only a single Major Tenant, those with a retail footprint over 10,000 SF (such as a major grocer), located in Building G, are allowed to display both C and C1 signs. For example, a major grocer may want a sign to display the store name – C signage -- and also less significant signage to indicate the pharmacy and internal coffee shop – C1 signage. C1 signage is not permitted for any other building, even if occupied by a potential future Major Tenants. C2 signs are for tenants occupying less than 10,000 SF. Pages 17-24 of the Guidelines, along with the revised Matrix, now better describe the proposed tenant signage.

Comment 20: Exhibit A, page 3, sign C, C1, C2, C2, and C7 (a tenant loading sign) could potentially allow 1 tenant to have 9 signs per façade under your proposal, which is three times the amount allowed by the Zoning Ordinance. Staff notes that the current regulation is 1 tenant sign per façade, with a maximum of 3 signs per building. Staff would prefer a commitment on the number of signs per façade.

Response: A commitment is now included in the Matrix that clearly limits the number of signs per façade. In line tenants could only have the façade signage specified in C2. Additional signage allowed includes a blade sign (1/entrance) and 1 sf "service entry" signs for a service door.

Comment 21: Exhibit A, page 3, please place "Commercial Tenant Loading" signs "C7" with the rest of the "tenant signs."

Response: C7 signs are now identified as C5 signs, and have been identified in the Matrix as "Informational Sign – Service Door".

Comment 22: Exhibit A, page 4, Commercial Tenant should be listed as a "Tenant Sign (3d)" not as an informational sign.

Response: The attached comprehensive sign plan has been revised so as to address this comment. The C7 sign is now presented as a C5 sign and is provided under Sec. 1204(D)(3)(d), "tenant signs" and not as a 7(e), "informational sign."

Comment 23: Exhibit A, page 5, under "E Primary Monument Type II" and "E1 Secondary Monument Type II" the "Maximum Number of Signs" should refer to the

A75

number of signs per entrance as shown in the Zoning Ordinance chart, not the total signs. Please correct.

Response: Only a single Residential Entry Monument is proposed, so it would not be accurate to indicate the number of signs as "1/entrance," as there are other entrances. In this instance, it is accurate to indicate the actual number of proposed signs – 1.

Comment 24: Exhibit A, page 6 under "F1 Vehicular Informational" and page 7 under "G1 Private Recreational Park" please remove the "Additional Requirement's" comment "Community name and logo are permitted," since this is not permitted by the Zoning Ordinance. Also, "F1 Vehicular Informational" and the column "Max. Number of Signs" it should read, "1 per use Max. (8/9)." Please correct the discrepancy between 8 and 9 signs.

Response: Both F1 and G1 signs have been removed from the proposed CSP.

Comment 25: Exhibit A, page 6 under "G Community Center" and the column "Max. Number of Signs," does the number one refer to 1 per use or 1 per facility? Please clarify.

Response: Sign Type G is now an Information Center/Office for the apartments, and the sign category has been amended from "public" to "informational." The Matrix now shows a maximum of 1 sign for the Information Center.

Comment 26: Exhibit A, page 7 under "G1" this sign appears to be an "Informational" sign not a "Private Recreational Park Sign."

Response: The G1 sign is no longer a part of this comprehensive plan.

Comment 27: Exhibit A, page 7 under "Homeowners Association Activity" please explain what "1/POA" stands for and correct the spelling of mounted in "pole mounted" at the end of the row.

Response: The referenced sign (G2 in the previous submission) in the comment above is no longer a part of this comprehensive plan in an effort to reduce overall signage.

Comment 29: Comment 27: Exhibit A, page 7 under "G2 Activity Sign" and "Maximum Number of Signs," does the number 1 refer to development?

Response: G2 signs are no longer a part of this comprehensive plan in an effort to reduce overall signage.

Comment 30: Exhibit A, page 7 under "G2 Activity Sign" shows 1 sign, whereas on page 21 and the "Residential Plat" shows 2 signs. Please correct the discrepancy.

Response: G2 signs are no longer a part of this comprehensive plan in an effort to reduce overall signage.

The following section addresses each sign type.

A- Entrance Sign for Commercial Development (3c), Primary Monument Type I

- **Comment 1:** Please label page 8 “Entrance Signs for Commercial Development (3a)” to match the Zoning Ordinance. “Primary Monument Type I” can be a sub-heading.

Response: The terminology in the CSP has been revised to mirror the Zoning Ordinance and to be identical where feasible. Each of the three entry signage types – neighborhood, commercial and residential – modify different ordinance provisions. To simplify the CSP, however, the names of the signs are “Neighborhood Entry Monument,” “Commercial Entry Monument,” and “Residential Entry Monument.”

- **Comment 2:** Page 8, please correct the spelling of Drawing in the note section.

Response: The Guidelines have been revised, and the referenced note has been removed. Please note that Sign Type A is now shown at page 11 of the Guidelines.

- **Comment 3:** Please correct Design Note #5 regarding lighting.

Response: We request additional guidance regarding lighting. The Applicant seeks to provide lighting that meets all zoning ordinance requirements, is properly shielded and prevents glare.

- **Comment 4:** Staff notes there are multiple primary entrance signs. Example: currently there are two proposed entrance features along Ryan Road one for each corner, there should only be one entrance feature per intersection. Note there are no intersections for this section of Moorefield Station at Loudoun County Parkway.

Response: The proposed Neighborhood Entry Monuments (Sign A) are provided consistent with Sheet 11 of ZCPA 2007-0004/ZMOD 2007-0005, currently in review, which modifies the Moorefield Station sign plan (among other things).

One neighborhood entrance sign (Sign Type A) is proposed on each side of Ryan Road, at Moorefield Parkway, identifying the northern residential landbay as well as the southern commercial landbay both as part of Moorefield Village. The other is located at the intersection of Ryan road and Windsor Locks Square. These signs are critical to identifying neighborhoods within Moorefield Station, such as Moorefield Village. With a sign face of 28 sf, Further both the sign face and background structure (70 sf) are smaller than allowed by the zoning ordinance.

A-77

In addition to 2 neighborhood entrance signs, the applicant proposes a total of 2 commercial entrance signs (Sign Type A1), even though there are a total of 5 entrances into the commercial center. The proposed commercial entrance signs are located at the intersection of the commercial center and Ryan Road, and the commercial center and Moorefield Parkway. No signage is proposed from Windsor Locks Square nor are Neighborhood Monuments placed near Loudoun County Parkway; both such signs were eliminated from the propose CSP.

A.1- Entrance Sign for Commercial Development (3c), Secondary Monument Sign Type I

Comment 1: Please label page 9 “Entrance Signs for Commercial Development (3a)” to match the Zoning Ordinance. “Secondary Monument Type I” can be a sub-heading.

Response: The terminology in the CSP has been revised to mirror the Zoning Ordinance and to be identical where feasible. Each of the three entry signage types – neighborhood, commercial and residential – modify different ordinance provisions. To simplify the CSP, however, the names of the signs are “Neighborhood Entry Monument,” “Commercial Entry Monument,” and “Residential Entry Monument.” This comment refers to the “Commercial Entry Monument.”

Comment 2: Page 9, please correct Design Note #4 pertaining to lighting.

Response: We request additional guidance regarding lighting. The Applicant seeks to provide lighting that meets all zoning ordinance requirements, is properly shielded and prevents glare.

Comment 3: Staff notes multiple secondary entrance signs. There should only be one entrance feature per intersection.

Response: The number of A1 signs has been reduced from 5 to 2 and are proposed at 2 entrances into the commercial development -- from Ryan Road and Moorefield Parkway. The other 3 entrances will not have an entry sign.

Comment 4: These signs should be located only at vehicular entrances, not at cul-de-sacs and near parks. Note there are no intersections for this section of Moorefield Station at Loudoun County Parkway.

Response: The A1 signs are now located only at vehicular entrances, excluding cul de sacs. There is no longer an entrance sign along Loudoun County Parkway.

B- Pedestrian Informational/Directional

A 78

Comment 1: Please label page 10, “Directional Signs, On-Site (7h)” to match the Zoning Ordinance. “Pedestrian Directional” can be a sub-heading.

Response: The pedestrian directional is now listed as B2. Additional discussion regarding sign titles is requested; our goal is to provide a clear sign program. The matrix is very clear which provision is being modified and we’d like to provide as clear a title as possible.

Comment 2: The information on the sign needs to be more specific. Where are they directing pedestrians?

Response: Unlike vehicular circulation, pedestrian circulation is not confined to such specific patterns. In mixed-use, pedestrian friendly projects such as Moorefield Village it is important to provide visitors on foot necessary information to find their way to specific portions of the development. These signs guide pedestrians to commercial uses within the site. The proposed 5 signs (reduced from 8 in the previous submission) are located close to the various parking areas that are placed around the perimeter of the development as well as within the commercial section of the development, which encompasses 7 separate blocks, so that visitors will be able to safely and effectively navigate the interior of the commercial development.

Comment 3: The “MS” logo is not allowed on the sign. Please remove this detail.

Response: Removed as requested.

Comment 4: Please note: directional signs need to be located where there is a change in direction. Due to the current number and location proposed on the “Commercial Distribution Map” this does not appear to be at key locations.

Response: Locations were reviewed. The number of directional signs was reduced and their locations were modified so they are placed where a change in direction may occur. Further, a distinction is made between vehicular and pedestrian directions signs. Pedestrian signage is located where visitors on foot are anticipated to need to decide which way to turn; 5 signs are proposed, reduced from 8 in the previous submission. (Vehicular signage is located at intersections; 4 signs are proposed, reduced from 5 in the previous submission. See discussion below regarding “B2 Vehicular/Informational” signs)

B.1- Vehicular Informational/Directional

Comment 1: Please label page 11 “Informational Signs (7e)” to match the Zoning Ordinance. “Vehicular Informational/Directional” can be a sub-heading.

A.79

Response: The B.1 signs proposed in the previous application functioned as Informational Signs. The proposed B signs in the revised CSP are now listed as Informational Signs. At 1.5 sf, the "Informational Signs" are smaller than allowed in the Zoning Ordinance, and a maximum of 9 signs throughout Moorefield Village – Commercial and Residential sections combined – are proposed.

Comment 2: The "MS" logo is not allowed on the sign. Please remove this detail.

Response: Removed as requested.

Comment 3: Please check the height of the sign and size of the sign in the drawing. It appears to read 6."

Response: The dimensions of the proposed Informational Signs (now sign B) have been revised and are shown on page 13.

B.2- Vehicular Informational/Directional

Comment 1: Please label page 12 "Informational Signs (7e)" or "Direction Signs (7h)" to match the Zoning Ordinance. "Vehicular Informational/Directional" can be a sub-heading.

Response: Vehicular site directional signage is now proposed as B1, "Site Directional" and B3, "Retail Pad Site Directional Sign." They serve different purposes, with B1 signs being located at each of 4 internal intersections and B3 signs being located to guide visitors through pad sites designating uses such as ATMs. 4 B1 signs and 4 B3 signs are proposed. Additional discussion regarding sign titles is requested; our goal is to provide a clear sign program. The matrix is very clear which provision is being modified and we'd like to provide as clear a title as possible.

Comment 2: The "MS" logo or tenet logo is not permitted. Please remove note and the logo from the drawing.

Response: Removed as requested.

Comment 3: Staff needs more information on what type of facility this sign is directing people to or what type of information is being given. "Facility" is not enough information.

Response: The 4 signs noted as B1, "Site Directional," are located at key intersections. The southern land bay of this mixed use development includes a grocery store, 2 bank sites, several blocks of inline retail uses, and parking. Unlike a strip center format, these

A. 80

uses are not all visible at once so that visitors know which way to go to reach their desired destination.

Comment 4: Staff notes the size of these signs is 2x the intended size shown in the Zoning Ordinance and there are multiple sides.

Response: The proposed size of Sign B1, "Site Directional" signage, is necessary to be legible to people passing through internal intersections in automobiles.

C - Major Tenant Signs Type I & C.1 Major Tenant Type IA

Comment 1: Please label page 13 "Tenant Signs (3d)" to match the Zoning Ordinance. "Major Tenant Type I" and "Major Tenant Type IA" can be sub-headings.

Response: Additional discussion regarding sign titles is requested; our goal is to provide a clear sign program. The matrix is very clear which provision is being modified and we'd like to provide as clear a title as possible.

Comment 2: The outline of the sign appears to be missing from the drawings.

Response: The tenant signs are not outlined because the letters are proposed to attach directly to the wall. The dimensions of the rectangle created by the sign is provided.

Comment 3: Please correct Design Note #2 about lighting.

Response: We request additional guidance regarding lighting. The Applicant seeks to provide lighting that meets all zoning ordinance requirements, is properly shielded and prevents glare.

Comment 4: Staff notes the size of these signs are 2x the intended size of the Zoning Ordinance.

Response: The size of the referenced C and C1 signs has been reduced since the last submission. The maximum area of C signs has been reduced from 120 s.f. to 95 s.f.. IN addition, only 2 signs are permitted (the zoning ordinance allows 3) and the aggregate amount of signage, 155 sf, ensures that only 1 C sign can be 95 sf in size. The maximum area of C1 signs has been reduced from 60 s.f. to 45 s.f., and an aggregate of 120 sf is permitted so that the 5 requested signs will largely be smaller than 45 sf. Please note that C signs may only be used by Major Tenants -- those with 10,000 SF or more of retail area. C1 signs are permitted only on Building G, the approved grocery store.

The resulting sign program for the grocery store, building G, is shown on pp. 17 and 18. A C sign will be located on two separate facades. The 5 smaller C1 signs indicate the presence of a pharmacy, internal coffee shop, etc.

C. 2- Tenant Type II

Comment 1: Please label page 14 “Tenant Signs (3d)” to match the Zoning Ordinance. “Tenant Type II” can be a sub-heading.

Response Additional discussion regarding sign titles is requested; our goal is to provide a clear sign program. The matrix is very clear which provision is being modified and we’d like to provide as clear a title as possible.

Comment 2: Please correct Design Note #2 about lighting.

Response: We request additional guidance regarding lighting. The Applicant seeks to provide lighting that meets all zoning ordinance requirements, is properly shielded and prevents glare.

Comment 3: Please clarify Design Note #8. What is a combined 150 s.f.?

Response: This note has been removed. This retail signage is specified to accommodate a variety of tenant size. In addition to a maximum number of signs – 3 – and sign area of 60 sf, both consistent with the zoning ordinance, an aggregate amount of signage per tenant is provided. The guidelines also specifies the maximum height and length of signs (minimum of 75% of leased frontage or 20’). The limiting factor for signage is the size of the tenants’ leased frontage.

Comment: The outline of the sign seems to be missing on the top example.

Response: The sign band, which outlines the sign lettering, is clearly shown on the revised graphic on p. 19.

C.3- Tenant Type III (no canopy and under canopy)

Comment: Please label page 15 “Tenant Signs (3d)” to match the Zoning Ordinance. “Tenant Type III” can be a sub-heading.

Response: Additional discussion regarding sign titles is requested; our goal is to provide a clear sign program. The matrix is very clear which provision is being modified and we’d like to provide as clear a title as possible.

Comment: Please correct Design Note #2 about lighting to reflect Zoning Ordinance verbiage and show where the light will be located.

Response: Revised as requested. Lighting indicated as “backlight” on the matrix to use the zoning ordinance verbiage. Note #2 on the guidelines on p. 20 describes the sign as “internally illuminated” because it is not affixed to a wall so that “backlight” does not seem the best descriptor.

Comment: The “MS” logo is not allowed on these signs.

Response: Removed as requested.

C.6- Real Estate Commercial for Sale Sign

Comment: See notes above to fix discrepancy in Note #6 and Exhibit A.

Response: C6 signs are now identified as D signs, illustrated at page 22 in the Guidelines. Please note that both the Guidelines and the Matrix now show a maximum of 2 “D” signs on the property.

Comment: The “MS” logo is not allowed unless Moorefield is the real estate agent.

Response: These logos have been removed.

Comment: Real Estate signs should only be provided for the location they represent. The current proposed locations shown on the map are not permitted.

Response: These are commercial leasing signs for all commercial space within Moorefield Village, so the real estate signs must be placed as proposed.

C.7- Commercial Tenant Loading

Comment: Please label page 19 “Tenant Sign (3d)” to match the Zoning Ordinance. “Commercial Tenant Loading” can be a sub-heading.

Response: C7 signs are now C5 signs. Additional discussion regarding sign titles is requested; our goal is to provide a clear sign program. The matrix is very clear which provision is being modified and we’d like to provide as clear a title as possible.

Comment: Page 19, the outline of the lower sign drawing appears to be missing.

Response: The service door signage is shown on p. 22 clearly outlined.

E- Primary Monument Type II

Comment: Please label page 23 “Development Entrance Signs (7f)” to match the Zoning Ordinance. “Primary Monument Type II” can be a sub-heading.

Response: The proposed E sign has been redesignated as “Residential Entry Monument,” and is one of the three entry signage types – neighborhood, commercial and residential – proposed. As noted above, because these proposed signs modify different ordinance provisions, the Applicant seeks to simplify the CSP by naming the signs “Neighborhood Entry Monument,” “Commercial Entry Monument,” and “Residential Entry Monument.”

Comment: Please correct Design Note #5 about lighting.

Response: We request additional guidance regarding lighting. The Applicant seeks to provide lighting that meets all zoning ordinance requirements, is properly shielded and prevents glare.

Comment: Please note that the drawing shown on page 23 of the Primary Monument Type II (6’6”) is smaller than page 24 the Secondary Monument Type II (8’0”).

Response: Only 1 Residential Entry Monument is proposed and is 5’ in height, consistent with the zoning ordinance.

Comment: Entrance signs are only permitted at intersections. There are no intersections on the north end of the parcel.

Response: Sec. 1204(D)(7)(f), providing guidelines for entrance signage for the PD-TRC indicates that 2 signs/vehicular entrance are permitted. The applicant has revised the sign plan to include this sign type, “E,” in only one location – at the intersection of Ryan Road and the entrance into the residential portion of Moorefield Village.

E.1- Secondary Monument Type II

Comment: Please label page 24 “Development Entrance Signs (7f)” to match the Zoning Ordinance. “Secondary Monument Type II” can be a sub-heading.

Comment: Please correct Design Note #4 about lighting.

Comment: Entrance signs are only permitted at intersections. There are no intersections on the north end of the parcel.

Response: E1 signs are no longer proposed.

F- Miscellaneous Signs, Residential Informational/ Directional

Comment: This sign is not permitted.

Response: This sign has been removed from the proposed CSP.

F.1-Vehicle Informational

Comment: The “MS” logo is not permitted on the sign. Please remove.

Comment: Please correct the spelling of materials in note #1.

Comment: Please remove note #9, since community logos are not permitted.

Comment: What does “Travel Lane” mean? Is it necessary to sign?

Response: F1 signs are no longer proposed. Please note that 2 “B – Informational Signs” have been located in the residential portion of Moorefield Village in this submission. These are to provide information consistent with the zoning ordinance. In addition 1 sign “G – Information Center Sign,” is proposed to identify the location of the community information center, which serves both existing and prospective tenants.

G- Community Center

Comment: Please label page 27, “Public or Quasi-Public Facility (2a)” to match the Zoning Ordinance. “Community Center” can be a sub-heading.

Comment: Please correct Design Note #4 about lighting.

Comment: Staff notes the size of the proposed sign is over three times the permitted size in the Zoning Ordinance.

Response: G signs are no longer proposed.

G.1- Private Recreational Park

Comment: The “MS” logo is not permitted on the sign. Please remove.

Comment: Please remove Design Note #8, since community logos are not permitted.

Response: G1 signs are no longer a part of this comprehensive sign plan.

G.2- Activity Sign

Comment: Please remove Design Note #4 about lighting or have the words conform to the Zoning Ordinance.

Comment: Please note that no advertising is permitted on this sign. It must only list activities within the community.

Response: G2 signs are no longer a part of this comprehensive sign plan.

H- Construction and Leasing

Comment: Please label page 30 “Real Estate - Residential (6a)” to match the Zoning Ordinance. “Construction and Leasing” can be a sub-heading.

Comment: The Community Logo cannot be on the sign unless “MS” is the real estate agent.

Comment: Staff notes the increase in the proposed sign size is over four times the current regulation. In addition the proposed number of signs is 12 times that allowed by the ordinance. The client is also proposing to make the sign double sided.

Comment: Note number 5 must be changed to say it will be “removed upon completion of construction” not “30 days of cessation of use.”

Response: H signs have been removed from the proposed CSP. Please note that in its stead proposed sign “F – Commercial Leasing Sign,” has been added to indicate apartments for lease are proposed for this portion of Moorefield Village. This sign is a proposed modification of 1204(D)(6)(c) which would permit 2 signs of up to 20 sf. The revised CSP proposes up to 3 signs at 30 sf in size and so a modification is requested.

H1- Individual For Sale/ Lease

Comment: Please label page 31 “Real Estate - Residential (6a)” to match the Zoning Ordinance. “Individual For Sale/Lease” can be a sub-heading.

Comment: The logo is not permitted on the for sale/lease sign.

Comment: The “Models Open” sign is not permitted.

Comment: Staff notes the number of proposed signs is 12 times the amount allowed by the Zoning Ordinance.

- *Response:* H1 signs are no longer proposed with this comprehensive sign plan.

This page intentionally left blank.